



OBTAINING SIGN PERMITS IN HISTORIC DISTRICTS

HISTORIC SIGN RESTORATION PROJECTS-VIRGINIA

Obtaining sign permits in historic districts is generally doable if the intent of historic preservation is in mind. Holiday Signs, a quality custom electric sign company located near Richmond, Virginia, has been involved with many high-profile historic restoration projects: The Hotel John Marshall, The Virginia Repertory Theater, and the Altria Theater, to name several. How one obtains sign permits for signage projects in historic areas varies by location, and contacting Holiday Signs can help you understand the options for permitting these types of sign projects within our service area.

The following information is an excerpt from an article by Michael J. Auer, The Preservation of Historic Signs, a brief published by the U.S. Department of Interior, National Park Service, Cultural Resources Section. According to the article, historic signs contribute to the character of buildings and districts and have value in themselves apart from the buildings to which they may be attached. However, any program to preserve historic signs must recognize challenges. Sign preservation involves aesthetic concerns and generates community debate. Community goals often conflict: retaining diverse elements from the past, encouraging artistic expression in new signs, zoning for aesthetic concerns, and reconciling business requirements with preservation.

That's why preserving historic signs is not always easy; but the intrinsic merit of many signs, as well as their contribution to the overall character of a place, makes the effort worthwhile. Observing the guidelines given below can help preserve both business and history.

RETAINING HISTORIC SIGNS

Retain historic signs whenever possible, particularly when they are:

- associated with historic figures, events or places.
- significant as evidence of the history of the product, business or service advertised.
- significant as reflecting the history of the building or the development of the historic district. A sign may be the only indicator of a building's historic use.
- characteristic of a specific historic period, such as gold leaf on glass, neon, or stainless steel lettering.
- integral to the building's design or physical fabric, as when a sign is part of a storefront made of Carrara glass or enamel panels, or when the name of the historic firm or the date are rendered in stone, metal or tile. In such cases, removal can harm the integrity of a historic property's design, or cause significant damage to its materials.

- outstanding examples of the signmaker's art, whether because of their excellent craftsmanship, use of materials, or design.
- local landmarks, that is, signs recognized as popular focal points in a community.
- elements important in defining the character of a district, such as marquees in a theater district.

See the entire article at - <http://www.holidaysigns.com/obtaining-sign-permits-in-historic-districts-2/>



Theater Photo Circa 1940



Theater Marquee Before Restoration



Richmond Mayor Dwight Jones, CenterStage Found Board Chair Steven A. Rogers and Altria Chairman and CEO Marty Barrington watch the unveiling of the new digital marquee by Holiday Signs on Friday, February 21, 2014.

Contact: Holiday Signs
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